

Message Text

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SUBJECT: NATIONAL HOUSING AUTHORITY AWARDS CONTRACT TO JAPANESE
CONSORTIUM.

1. GOK'S NATIONAL HOUSING AUTHORITY, WHICH PLANS TO BUILD 6,000
UNITS PER YEAR, HAS AWARDED FIRST OF SEVERAL CONTRACTS TO
JAPANESE CONSORITUM. FIRST CONTRACT FOR APPROX
3,500 HOUSES INCLUDES WATER, SEWER LINES, ELECTRICITY,
SHOPPING AREAS, SCHOOLS AND MOSQUES. NHA PLANS AWARD FOUR
MORE "PACKAGES" OF APPROX 3,000 UNITS EACH WITHIN COMING
YEAR AND APPROACH WHICH LED TO JAPANESE SUCCESS MAY INTEREST
U.S. FIRMS.

2. THREE JAPANESE GROUPS JOINED FORCES TO OFFER NHA COMPLETE
TURN-KEY PLAN: FINANCIAL COMPANY WITH ACCESS TO CONSTRUCTION
MATERIALS AND EQUIPMENT, ARCHITECT/ENGINEERING FIRM, ANX
CONSTR KTION FIRM WITH EXPERIENCE
IN HOUSING. TWO FIRMS HAD
PRIOR EXPERIENCE IN KUWAIT. IN ADDITION, CONSORITUM HAD
GUARANTEED ACCESS TO LABOR FROM KOREA AND TAIWAN.

3. NEXT PROJECT LIKELY TO BE AWARDED IN MID-DECEMBER,
ANOTHER IN MID-FEBRUARY FOLLOWED BY AT LEAST TWO
MORE IN 1976. TWO OF THESE LIKELY TO EMPLOY CONVENTIONAL
HOUSING CONSTRUCTION (MASONRY) AND TWO WILL USE PRE-FAB
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SYSTEM. NHA NOW EVALUATING FOUR PRE-FAB SYSTEMS, TWO OF

WHICH U.S. EACH PACKAGE WORTH APPROX. \$200 MILLION.

4. TO DATE, U.S. FIRMS HAVE APPROACHED NHA WITH INDIVIDUAL PROPOSALS, I.E., CONSTRUCTION, ENGINEERING, AND MATERIALS SEPARATELY. NHA TOLD EMBOFF CONSORTIUM APPROACH WAS PARTICULARLY IMPORTANT TO NHA WHICH HAMPERED BY SMALL STAFF UNABLE TO DEAL WITH NUMEROUS INDIVIDUAL PROPOSALS. LABOR SUPPLY WILL PROBABLY REMAIN FORMIDABLE PROBLEM FOR THOSE U.S. FIRMS WHICH HAVE LITTLE OR NO EXPERIENCE IN CONTRACTING OVERSEAS. ONE SOLUTION COULD BE PARTNERSHIP WITH ONE OF LARGER KUWAITI CONTRACTING FIRMS WHICH ALREADY HAS CONTACTS WITH LABOR SUPPLIERS.

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